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ABSTRACT

A study assessed the present status of professional preparation programs in sport management at 134 four-year colleges and universities throughout the United States. The study survey attempted to find answers to four questions: (1) Has the number of professional preparation programs in sport management increased during the past three years? (2) Is specialization in sport management offered primarily through physical education departments or is it offered in conjunction with other departments at the university? (3) When a degree is awarded for a major in sport management, is the degree in physical education with an emphasis on sport management or is it awarded specifically as a sport management degree? and (4) What types of courses are required for a degree specialization in sport management? Of the 134 institutions responding, 30 offered programs in sport management. Study results show a marked increase over the last 3 years in the number of professional preparation programs in sport management, and that 47 percent of schools responding house their programs in the physical education department. Only 23 percent of the schools award a degree specifically in sport management. Course offerings are discussed in the text of the paper and in tabular form. (JMK)

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PROGRAM AND CURRICULUM TRENDS IN SPORT MANAGEMENT

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In recent years, college physical education programs have undergone dramatic changes. With a projected decline in the number of majors in teacher education tracts and a growing demand for highly trained professionals in allied sport professions (e.g., athletic training, health club managers, sport team business managers), physical education administrators have looked to alternative program offerings. One such option appears to be sport management. Students who graduate from sport management professional preparation programs look forward to possible careers in facility and arena management, pro sport team public relations and marketing, health club management, etc.

With the newness of sport management programs, very little is known regarding the scope, breadth, and curricular offerings of such programs. The purpose of this study was to assess the present status of professional preparation programs in sport management at selected four-year colleges and universities throughout the United States. More specifically, the authors attempted to find answers to the following questions: Has the number of professional preparation programs in sport management increased during the past three years? Is specialization in sport management offered primarily through physical education departments or is it offered in conjunction with other departments within the university? When a degree is awarded for a major in sport management, is the degree awarded in physical education with an emphasis in sport management or is it awarded specifically as a sport management degree? What types of courses are required for a degree specialization in sport management?

Subjects

Subjects for this study were drawn from a list of colleges and universities identified as offering "sport career opportunities." Several standard college guides (e.g., Lovejoy's College Guide), and health, physical education, and recreation directories (e.g., Directory of Graduate Physical Education Programs) were used to compile the list of names. This information was cross-checked with available published lists of sport management programs (e.g., Parkhouse, 1978; Sport Studies Quarterly Report, 1981).

A survey instrument was developed and mailed to administrators at 205 colleges and universities throughout the United States. A total of 134 institutions responded to the questionnaire for a 65.4% response rate. Of the 134 respondents, 30 were categorized as offering sport management programs.[1] A total of 65 administrators indicated that their institution didn't offer any type of sport management program and 38 pointed out that they offer programs in related areas such as athletic administration and physical education administration.

Results

Of the 30 sport management program respondents, 53% indicated that they offer a specialization at the bachelor's degree level; 60% offer an emphasis at the master's level and 10% at the doctoral level (see Table 1). This data suggests a marked increase in the number of professional preparation programs in sport management when compared to figures published in 1980 (see Parkhouse, 1980). Although there is no previously published data pertaining to the average number of majors enrolled in sport management programs, the results of this study reveal that there are an average of 70 majors at the undergraduate level, 14 at the master's level, and 3 at the doctoral level.

In reference to program structure, it is interesting to note that 47% of the responding schools described their sport management program as being offered through the physical education department and combined with business school offerings. An additional 30% of the respondents pointed out that their sport management programs are offered only through the physical education department with elective coursework allowed outside the department. Some 23% of the administrators listed "special" types of program structural arrangements. For example, one program was offered through a special sports academy, another was offered through a sport studies department, and a third program was combined with an economics department (see Table 2).

Although the results of this study disclose that sport management is offered as an area of specialization at 30 colleges and universities throughout the United States, the data also shows that only 23% of these institutions award a degree specifically in sport management. A majority (67%) of the schools award a degree in physical education with specialization in sport management. It should also be mentioned that a total of 3 colleges include a minor in business as part of their sport management degree requirements (see Table 3).

Course Offerings

In this section, a list of course titles were provided as general content areas. Administrators were asked to select the title that most nearly fits the course that their school offers. Of the 16 respondents who indicated that they offer a sport management specialization at the undergraduate level, 81% stated that they require their majors to take an Introduction to Sport Management course. The second most frequently required course is Anatomy and Physiology (69%) followed by First Aid and Safety at 63%. The data seems to suggest that preparation in sport science areas (e.g., Exercise Physiology and Kinesiology)

is considered an integral part of sport management course requirements. This is evidenced by the fact that 56% of the respondents require these courses. Likewise, internship experiences at the undergraduate level appear to be fairly common occurrences. This claim is supported by the fact that 50% of those answering require their students to participate in one.

Questions related to whether or not sport skill courses (e.g., tennis, basketball) should be required of sport management majors at the undergraduate level are often asked by curriculum planners. The results of this study disclose that 50% of the schools surveyed have such a requirement. This finding may be partially attributed to the previously mentioned finding that 90% of the sport management programs are offered through physical education departments.

Trends in coursework requirements at the master's degree level are illustrated in Table 4. The data reveals that Research Methods/Statistics (72%) is the course required most often followed by Introduction to Sport Management at 50%, Sociology of Sport at 44%, and Arena, Field, Equipment Supervision at 39%. Sociology of Sport and Sports Psychology are the highest rated elective courses.

In respect to business school required and elective coursework, the trends at the undergraduate level are quite different from those detected at the graduate level. For instance, at the bachelor's level, a high percentage of the coursework which leads to a specialization in sport management is required. Of the 10 schools which indicated that they require business courses as part of their sport management undergraduate curricular offerings, 100% stated that they require coursework in Marketing, Accounting, and Finance, while 80% noted that they require courses in Economics and Principles of Management.

On the other hand, at the master's degree level, a high percentage of the courses are offered as elective coursework with relatively few courses, outside core requirements (e.g., research techniques), being required (see Table 5). This same trend continues at the doctoral level with just a few of the sport management related courses being required through the physical education or business departments. This data seems to suggest that once students reach the graduate level, their coursework (outside some basic core requirements) is tailored to meet each student's particular needs concerning sport management career options.

In addition, the findings of this study show that the continued growth of sport management programs in the future appears likely. Of the 134 initial respondents, 15 indicated that they plan to offer a sport management program in the future with 7 of these at the master's level, 6 at the bachelor's level, and 2 at the doctoral level.

Conclusions

The results of this investigation clearly point out that professional preparation programs in sport management are continuing to grow in numbers at colleges and universities throughout the United States. It is hoped that the information presented in this study will assist administrators in the further development and definition of existing programs and aid in the planning of new programs. Although still in its embryonic stages, it is obvious that sport management, as a viable career option, is here to stay.

It is recommended that future sport management studies attempt to look at the following areas:

1. Placement - the types and number of jobs sport management professional preparation program graduates are taking and how this relates to degree level (e.g., BS/BA, MS/MA, Ph.D.).
2. Internships - the types and requirements of internship experiences that are offered as well as the percentage of students who land internship related positions after graduation.
3. Curriculum Evaluation - the extent to which course requirements at the collegiate level realistically meet the needs of sport management professionals in the work place.
4. Employer/Employee Feedback - the qualifications and competencies needed for sport management positions as expressed by both employers and sport management professionals in the field.
5. Future Trends - an assessment of future trends as they relate to the sport management profession in terms of the job market, curriculum needs, employee competencies, etc.

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[1] For purposes of this study, sport management is defined as engaging in business oriented professional outcomes, (e.g., sport team business manager); whereas, sports/athletic administration and physical education administration are defined as engaging in education oriented professional outcomes (e.g., athletic director).

Table 1 - Distribution of Degree Offerings in Sport Management

Degree	N	%
Bachelor's (BA/BS)	16	53
Master's (MA/MS)	18	60
Doctoral (PHD/EDD)	3	10

Table 2 - Distribution of Program Structure in Sport Management

Program Structure	N	%
Offered only through Physical Education Department	9	30
Combined with Physical Education Department and Business School	14	47
Other - Combined with other Departments (e.g., Journalism) or offered separately (e.g., Business)	7	23

Table 3 - Distribution of Degree Specialization in Sport Management

Degree Specialization	N	%
Degree awarded in Physical Education with specialization in Sport Management	20	67
Degree awarded in Sport Management	7	23
Business Minor required	3	10
Other (e.g., degree awarded in Business only)	3	10

Table 4 -- Sport Management Course Offerings Through Physical Education Department

COURSE	Undergrad. Requirement		Undergrad. Elect.		Masters Req.		Masters Elect.		PhD Req.		PhD Elect.	
	# Inst.	%	# Inst.	%	# Inst.	%	# Inst.	%	#Inst.	%	#Inst.	%
Introduction to Sport Management	13	81	0	0	9	50	1	6	2	67	0	0
Anatomy of Physiology	11	69	1	6	1	6	4	22	0	0	0	0
First Aid & Safety	10	63	1	6	1	6	4	22	0	0	0	0
Exercise Physiology	9	56	2	13	5	28	6	33	0	0	1	33
Kinesiology	9	56	2	13	4	22	4	22	0	0	1	33
Sport Management Internship	8	50	4	25	11	61	4	22	1	33	1	33
Activity Skill Courses	8	50	1	6	0	0	2	11	0	0	0	0
Motor Learning	7	44	3	19	2	11	5	28	0	0	0	0
Sport Marketing and Public Relation	7	44	3	19	4	22	4	22	0	0	0	0
Sports Psychology	7	44	4	25	5	28	8	44	1	33	1	33
Organization and Admin. of Athletics	7	44	3	19	7	39	2	11	1	33	0	0
Critical Issues (Problems) in Sport Management	6	38	1	6	6	33	3	17	1	33	1	33
Organization and Admin. of Physical Education	6	38	3	19	2	11	4	22	1	33	0	
Sport Business and Finance	6	38	2	13	2	11	4	22	0	0	1	33
Philosophy of Sport	6	38	3	19	2	11	3	17	0	0	2	67

Table 4 - Cont'd

COURSE	Undergrad. Requirement		Undergrad. Elect.		Masters Req.		Masters Elect.		PhD Req.		PhD Elect.	
	# Inst.	%	# Inst.	%	#Inst.	%	# Inst.	%	#Inst.	%	#Inst.	%
Sociology of Sport	6	38	6	38	8	44	8	44	1	33	2	67
Tests & Measurements	6	38	3	19	4	22	5	28	0	0	0	0
Arena, Field, Equipment Supervision/Management	5	31	3	19	7	39	3	17	1	33	1	33
Leadership & Management in Sport Organizations	5	31	2	13	4	22	3	17	0	0	0	0
History of Physical Education	5	31	4	25	2	11	4	22	0	0	0	0
Adapted Physical Education (Handicapped)	5	31	3	19	3	17	3	17	0	0	0	0
Coaching Theory Courses (e.g., basketball coaching)	5	31	4	25	2	11	4	22	0	0	0	0
Biomechanics	5	31	1	6	5	28	4	22	2	67	0	0
Health & Sport Club Management	4	25	2	13	2	11	2	11	0	0	1	33
Physical Education/ Athletic Admin. Internship Expenence	4	25	2	13	1	6	5	28	0	0	0	0
History of Sport	4	25	6	38	4	22	7	39	0	0	1	33
Philosophy of Phys. Ed.	4	25	3	19	1	6	4	22	0	0	0	0
Motor Development	4	25	2	13	3	17	5	28	0	0	0	0
Teaching Individual, Dual & Team Sports	4	25	1	6	2	11	1	6	0	0	0	0

Table 4 - Cont'd

COURSE	Undergrad. Requirement		Undergrad. Elect.		Masters Req.		Masters Elect.		PhD Req.		PhD Elect.	
	# Inst.	%	# Inst.	%	#Inst.	%	#Inst.	%	#Inst.	%	#Inst.	%
Admin. of Intramurals/ Recreation	3	19	6	38	0	0	5	28	0	0	0	0
Sports Law (Legal Aspects)	3	19	2	13	3	17	7	39	0	0	2	67
Sporting Goods Management	2	13	1	6	1	6	0	0	0	0	0	0
Social Psychology of Sport	2	13	4	25	1	6	5	28	1	33	1	33
Sports Officiating	2	13	6	38	0	0	4	22	0	0	0	0
Athletic Facility Construction	2	13	1	6	4	22	1	6	1	33	1	33
Sport Fund Raising	1	6	1	6	3	17	0	0	1	33	0	0
Sport Agents and Contract Negotiations	1	6	1	6	1	6	2	11	0	0	0	0
Teaching Methods Elementary and/or Secondary	1	6	3	19	3	17	5	28	0	0	0	0
Physical Education Law (Legal Aspects)	1	6	1	6	2	11	2	11	0	0	0	0
Care & Treatment Athletic Injuries	1	6	1	6	2	11	2	11	0	0	0	0
Phys. Ed. Marketing & Public Relations	0	0	2	13	0	0	0	0	0	0	0	0
Physl Ed. Business & Finance	0	0	1	6	1	6	0	0	0	0	0	0
Research Methods and/or Statistics	0	0	0	0	13	72	3	17	3	100	0	0

Table 5 -- Sport Management Course Offerings Through Other Departments (e.g., Business and Journalism Departments)

COURSE	Undergrad. Requirement		Undergrad. Elect.		Masters Req.		Masters Elect.		Doctoral Req.		Doctoral Elec	
	# Inst.	%	# Inst.	%	# Inst.	%	# Inst.	%	# Inst.	%	# Inst.	%
Marketing	10	100	0	0	3	30	7	70	2	67	1	33
Accounting	10	100	0	0	3	30	5	50	1	33	1	33
Personnel Management	6	60	3	30	3	30	6	60	2	67	0	0
Finance	10	100	0	0	3	30	5	50	1	33	1	33
Organizational Behavior	6	60	1	10	4	40	3	30	1	33	0	0
Decision Making	1	10	5	0	1	10	4	40	1	33	1	33
Economics	8	80	2	20	1	10	4	40	1	33	1	33
Principles of Management	8	80	2	20	2	20	6	60	2	67	0	0
Human Relations	1	10	7	70	1	10	6	60	1	33	0	0
Business Law	4	40	6	60	1	10	5	50	1	33	1	33
Sports Reporting & Journal	1	10	3	30	1	10	4	40	1	33	0	0
Mass Communication	1	10	5	50	2	20	5	50	1	33	1	33
Introduction to Computers	7	70	3	30	1	10	4	40	1	33	0	0

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